



WDAF-TV

ORDER

Print Date 11/01/12 Page 1 of 2

Flight Dates 11/03/12-11/06/12

<u>Contract / Revision</u>	587753 /	<u>Product</u>	<u>Order Sep</u>	00:15:00
<u>Original Date / Revision</u>	11/01/12 11/01/12	<u>Agency Com</u> 15% <u>Billing Contact</u>	<u>Estimate #</u>	3198
<u>Advertiser</u>	Akin/R/MO/US Senate	7669 Staggers Loop Delaware, OH 43015	<u>Alt Order #</u>	
<u>Agency</u>	Strategic Media Placement		<u>Billing Type</u>	Cash
<u>Buying Contact</u>	Whitney Eversole		<u>Order Type</u>	GENERAL
<u>7669 Staggers Loop</u> <u>Delaware, OH 43015</u>			<u>Billing Cycle</u>	EOM/EOC
			<u>Billing Calendar</u>	BROADCAST
			<u>Demographic</u>	A25-54
			<u>Rev Codes</u>	SP-POL CAN POL
			<u>Product Codes</u>	PL1Ba
			<u>Priority</u>	DEFAULT
			<u>Advertiser Ref</u>	

Primary Account Executive

Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share %		
Competing Station	% of Order	Amount
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSHB	%	
KSMO	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	27	\$12,057.25	\$14,185.00	0.00	10/29/12	11/06/12	27	\$12,057.25	\$14,185.00
Totals	27	\$12,057.25	\$14,185.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
N 1	4	11/05/12	11/06/12	M-F 7-9a	CM-All	8-9a (8:00 AM-9:00 AM)	MT-----	:30	4	\$525.00	2	0.00	NM	4	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		4	\$525.00			0.00					
N 2	4	11/05/12	11/06/12	M-F 9-10a	CM-All	9-10a	MT-----	:30	4	\$300.00	2	0.00	NM	4	\$1,200.00
				M-F 9-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		4	\$300.00			0.00					
N 3	4	11/05/12	11/06/12	M-F 10-11a	CM-All	10-11a	MT-----	:30	4	\$250.00	1	0.00	NM	4	\$1,000.00
				M-F 10-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		4	\$250.00			0.00					
N 4	4	11/05/12	11/06/12	M-F 11a-12p	CM-All	11a-12p	MT-----	:30	4	\$200.00	1	0.00	NM	4	\$800.00
				M-F 11a-12p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		4	\$200.00			1					



WDAF-TV

Print Date: 11/01/12

Page 2 of 2

Contract / Revision

587753 Flight Dates 11/03/12-11/06/12

Hiatus Dates

Original Date / Revision

11/01/12/ 11/01/12

Order Sep 00:15:00

Advertiser Akin/R/MO/US Senate

Product

Estimate # 3198

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Type	Spots	Amount
N 4	4	11/05/12	11/06/12	M-F 11a-12p M-F 11a-12p	CM-All	11a-12p	MT-----	:30	4	\$200.00	1	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		4				\$200.00		0.00			
N 5	4	11/05/12	11/06/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	MT-----	:30	4	\$500.00	1	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		4				\$500.00		0.00			
N 6	4	11/05/12	11/06/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	MT-----	:30	2	\$150.00	2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		2				\$150.00		0.00			
N 7	4	11/05/12	11/05/12	Monday Prime A FOX Prime Monday 7-8p	CM-All	7p-8p	M-----	:30	1	\$2,100.00	2	0.00	NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$2,100.00		0.00			
N 8	4	11/05/12	11/05/12	Monday Prime B FOX Prime Monday 8-9p	CM-All	8p-9p	M-----	:30	1	\$1,800.00	2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$1,800.00		0.00			
N 9	4	11/03/12	11/03/12	College Football Early College Football Early	CM-All	2p-cc	-----S-	:30	1	\$810.00	1	0.00	NM	1	\$810.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$810.00		0.00			
N 10	4	11/03/12	11/03/12	College Football Late College Football Late	CM-All	6p-cc	-----S-	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$2,000.00		0.00			
N 11	4	11/03/12	11/03/12	Sa 12a-1230a Sa 12a-1230a	CM-All	12a-1230a	-----S-	:30	1	\$75.00	1	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$75.00		0.00			

Totals 27 \$14,185.00



WDAF-TV

ORDER

Print Date 11/01/12 Page 1 of 2

4	NEWS	<u>Flight Dates</u> 11/03/12-11/06/12			
		<u>Product</u>	<u>Order Sep</u>	00:15:00	
<u>Contract / Revision</u> 587731 /			<u>Estimate #</u>	3199	
<u>Original Date / Revision</u> 11/01/12 11/01/12		<u>Agency Com</u> 15%	<u>Alt Order #</u>		
		<u>Billing Contact</u>	<u>Billing Type</u>	Cash	
<u>Advertiser</u> Akin/R/MO/US Senate		7669 Staggers Loop Delaware, OH 43015	<u>Order Type</u>	GENERAL	
			<u>Billing Cycle</u>	EOM/EOC	
			<u>Billing Calendar</u>	BROADCAST	
<u>Agency</u> Strategic Media Placement			<u>Demographic</u>	A25-54	
<u>Buying Contact</u> Whitney Eversole		<u>Sales Office</u> DC-M	<u>Rev Codes</u>	SP-POL CAN	POL
7669 Staggers Loop Delaware, OH 43015		<u>Sales Region</u> NAT	<u>Product Codes</u>	PL1Ba	
		<u>Agency Ref</u>	<u>Priority</u>	DEFAULT	
			<u>Advertiser Ref</u>		

Primary Account Executive

Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share %	Market Value
Competing Station	% of Order
KCPT	%
KCTV	%
KCWE	%
KMBC	%
KMCI	%
KPXE	%
KSHB	%
KSMO	%

Order Totals

Order Totals					Billing Plan				
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	17	\$13,744.50	\$16,170.00	0.00	10/29/12	11/06/12	17	\$13,744.50	\$16,170.00
Totals	17	\$13,744.50	\$16,170.00	0.00					

Billing Plan



WDAF-TV

Print Date: 11/01/12

Page 2 of 2

Contract / Revision**587731**Flight Dates **11/03/12-11/06/12**Hiatus DatesOriginal Date / Revision**11/01/12/ 11/01/12**Order Sep **00:15:00**Advertiser **Akin/R/MO/US Senate**ProductEstimate # **3199**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
N 4	4	11/04/12	11/04/12	Su 7-9a	CM-All	Su 7-9a	-----S	:30	1	\$300.00	2	0.00	NM	1	\$300.00	
<u>(7:00 AM-8:00 AM)</u>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12				M-----S		1	\$300.00			0.00						
N 5	4	11/05/12	11/05/12	M-F 6-630p	CM-All	6-630p	M-----	:30	1	\$900.00	2	0.00	NM	1	\$900.00	
<u>M-F 6-630p</u>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 11/05/12				M-----		1	\$900.00			0.00						
N 6	4	11/05/12	11/05/12	M-F 9-10p	CM-All	9-930p	M-----	:30	1	\$1,200.00	2	0.00	NM	1	\$1,200.00	
<u>9-930p</u>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 11/05/12				M-----		1	\$1,200.00			0.00						
N 7	4	11/05/12	11/05/12	M-F 9-10p	CM-All	930-10p	M-----	:30	1	\$1,200.00	2	0.00	NM	1	\$1,200.00	
<u>930-10p</u>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 11/05/12				M-----		1	\$1,200.00			0.00						
N 8	4	11/05/12	11/05/12	M-F 10-1030p	CM-All	10-1030p	M-----	:30	1	\$1,200.00	2	0.00	NM	1	\$1,200.00	
<u>M-F 10-1030p</u>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 11/05/12				M-----		1	\$1,200.00			0.00						
N 9	4	11/04/12	11/04/12	NFL Early Game	CM-All	12p-CC	-----S	:30	1	\$3,000.00	2	0.00	NM	1	\$3,000.00	
<u>NFL on FOX 12p</u>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12				M-----		1	\$3,000.00			0.00						
N 10	4	11/03/12	11/03/12	College Football Early	CM-All	2p-cc	-----S-	:30	2	\$810.00	1	0.00	NM	2	\$1,620.00	
<u>College Football Early</u>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12				M-----S-		2	\$810.00			0.00						
N 11	4	11/04/12	11/04/12	Sunday Prime A	CM-All	6p-7p	-----S	:30	1	\$1,200.00	3	0.00	NM	1	\$1,200.00	
<u>Simpsons/Cleveland</u>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12				M-----S		1	\$1,200.00			0.00						
N 12	4	11/05/12	11/05/12	M-F 1132p-1202a	CM-All	M-F 1132p-1202a	M-----	:30	1	\$250.00	2	0.00	NM	1	\$250.00	
<u>M-F 1132p-1202a</u>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 11/05/12				M-----		1	\$250.00			0.00						
N 13	4	11/03/12	11/03/12	College Football Late	CM-All	6p-cc	-----S-	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00	
<u>College Football Late</u>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12				M-----S-		1	\$2,000.00			0.00						
														Totals	17 \$16,170.00	



WDAF-TV

ORDER

Print Date 10/31/12 Page 1 of 4

Flight Dates 11/01/12-11/06/12

Contract / Revision	587405	Product	Order Sep	00:15:00
Original Date / Revision			Estimate #	
10/31/12	10/31/12	Agency Com 15%	Alt Order #	
		Billing Contact	Billing Type	Cash
Advertiser	Akin/R/MO/US Senate	7669 Staggers Loop Delaware, OH 43015	Order Type	GENERAL
Agency	Strategic Media Placement		Billing Cycle	EOM/EOC
Buying Contact	Whitney Eversole		Billing Calendar	BROADCAST
7669 Staggers Loop Delaware, OH 43015			Demographic	A25-54
			Rev Codes	SP-POL CAN
			Product Codes	PL1Ba
			Priority	3
			Advertiser Ref	

Primary Account Executive

Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 25% Market Value 93660

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	23415
KCWE	%	0
KMBC	25%	23415
KMCI	%	0
KPXE	%	0
KSHB	25%	23415
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Billing Plan			# Spots	Net Amount	Gross Amount
					Start Date	End Date				
November 2012	50	\$19,902.75	\$23,415.00	0.00	10/29/12	11/06/12		50	\$19,902.75	\$23,415.00
Totals	50	\$19,902.75	\$23,415.00	0.00						

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Amount
N 1	4	11/02/12	11/02/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	----F--	:30	1	\$300.00	2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1	\$300.00			0.00					
N 2	4	11/05/12	11/06/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	MT-----	:30	3	\$300.00	2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		3	\$300.00			0.00					
N 3	4	11/01/12	11/02/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	----F--	:30	1	\$300.00	2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1	\$300.00			0.00					
N 4	4	11/05/12	11/06/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	MT-----	:30	3	\$300.00	2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		3	\$300.00			0.00					



WDAF-TV

Print Date: 10/31/12

Page 2 of 4

Contract Revision

587405

Flight Dates 11/01/12-11/06/12

Hiatus Dates

Original Date / Revision

10/31/12 / 10/31/12

Order Sep 00:15:00

Advertiser Akin/R/MO/US Senate

Product

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Amount
N 4	4	11/05/12	11/06/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	MT-----	:30	3	\$300.00	2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		3	\$300.00			0.00					
N 5	4	11/01/12	11/02/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	----F--	:30	1	\$600.00	2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1	\$600.00			0.00					
N 6	4	11/05/12	11/06/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	MT-----	:30	3	\$800.00	2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		3	\$800.00			0.00					
N 7	4	11/01/12	11/02/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	----F--	:30	1	\$375.00	3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1	\$375.00			0.00					
N 8	4	11/05/12	11/06/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	MT-----	:30	3	\$375.00	3	0.00	NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		3	\$375.00			0.00					
N 9	4	11/01/12	11/02/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	----F--	:30	1	\$375.00	3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1	\$375.00			0.00					
N 10	4	11/05/12	11/06/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	MT-----	:30	3	\$375.00	3	0.00	NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		3	\$375.00			0.00					
N 11	4	11/01/12	11/02/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	----F--	:30	1	\$200.00	3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1	\$200.00			0.00					
N 12	4	11/05/12	11/06/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	MT-----	:30	3	\$200.00	3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		3	\$200.00			0.00					
N 13	4	11/03/12	11/03/12	Sa 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	----S-	:30	2	\$300.00	3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----S-		2	\$300.00			0.00					
N 14	4	11/03/12	11/03/12	Sa 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	----S-	:30	2	\$300.00	3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----S-		2	\$300.00			0.00					
N 15	4	11/04/12	11/04/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a (7:00 AM-8:00 AM)	----S	:30	1	\$200.00	3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----S		1	\$200.00			0.00					
N 16	4	11/04/12	11/04/12	Su 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	----S	:30	1	\$200.00	3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----S		1	\$200.00			0.00					



WDAF-TV

Print Date: 10/31/12

Page 3 of 4

Contract Revision

587405

Flight Dates 11/01/12-11/06/12

Hiatus Dates

Original Date / Revision

10/31/12 / 10/31/12

Order Sep 00:15:00

Advertiser Akin/R/MO/US Senate

Product

Estimate #



WDAF-TV

Print Date: 10/31/12

Page 4 of 4

Contract / Revision 587405 Flight Dates 11/01/12-11/06/12

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:15:00

Advertiser Akin/R/MO/US Senate

Product

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N28	4	11/01/12	11/02/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	----F--	:30	1	\$800.00	3	0.00	NM	1	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12				11/04/12	----F--										
N29	4	11/05/12	11/05/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	M-----	:30	2	\$800.00	3	0.00	NM	2	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/05/12				11/11/12	M-----										
N30	4	11/04/12	11/04/12	Su 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	-----S	:30	1	\$800.00	3	0.00	NM	1	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12				11/04/12	-----S										
N31	4	11/04/12	11/04/12	Su 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	-----S	:30	1	\$800.00	3	0.00	NM	1	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12				11/04/12	-----S										
N32	4	11/03/12	11/03/12	Sa 10-1030p Sa 10-1030p	CM-All	10-1030p	-----S-	:30	1	\$800.00	3	0.00	NM	1	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12				11/04/12	-----S-										
N33	4	11/02/12	11/02/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	----F--	:30	1	\$800.00	3	0.00	NM	1	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12				11/04/12	----F--										
N34	4	11/04/12	11/04/12	Su 10-1030P Su 10-1030p	CM-All	10-1030p	-----S	:30	1	\$800.00	3	0.00	NM	1	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12				11/04/12	-----S										
N35	4	11/05/12	11/05/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	M-----	:30	1	\$800.00	3	0.00	NM	1	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/05/12				11/11/12	M-----										
Totals														50	\$23,415.00



WDAF-TV

ORDER

Print Date 10/31/12 Page 1 of 4

Flight Dates 11/01/12-11/06/12

		<u>Product</u>	
<u>Contract / Revision</u>	587405 /		<u>Order Sep</u> 00:15:00
<u>Original Date / Revision</u>	10/31/12 10/31/12	<u>Agency Com</u> 15%	<u>Estimate #</u>
		<u>Billing Contact</u>	<u>Alt Order #</u>
<u>Advertiser</u>	Akin/R/MO/US Senate	7669 Staggers Loop Delaware, OH 43015	<u>Billing Type</u> Cash
			<u>Order Type</u> GENERAL
<u>Agency</u>	Strategic Media Placement		<u>Billing Cycle</u> EOM/EOC
<u>Buying Contact</u>	Whitney Eversole		<u>Billing Calendar</u> BROADCAST
		<u>Sales Office</u> DC-M	<u>Demographic</u> A25-54
		<u>Sales Region</u> NAT	<u>Rev Codes</u> SP-POL CAN POL
	7669 Staggers Loop Delaware, OH 43015	<u>Agency Ref</u>	<u>Product Codes</u> PL1Ba
			<u>Priority</u> 3
			<u>Advertiser Ref</u>

Primary Account Executive

Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share %		
Competing Station	% of Order	Amount
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSHB	%	
KSMO	%	

Month	# of Spots	Order Totals		Rating	Billing Plan		# Spots	Net Amount	Gross Amount
		Start Date	End Date		Start Date	End Date			
November 2012	50	\$19,902.75	\$23,415.00	0.00	10/29/12	11/06/12	50	\$19,902.75	\$23,415.00
Totals	50	\$19,902.75	\$23,415.00	0.00					

Ln	Ch	Start Date	End Date	Inventory Code	Totals										
					Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type		
N 1	4	11/01/12	11/02/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	---TF--	:30	2	\$300.00	2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	---TF---	2	\$300.00			0.00						
N 2	4	11/05/12	11/06/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	MT-----	:30	2	\$300.00	2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 11/05/12	11/11/12	MT-----	2	\$300.00			0.00						
N 3	4	11/01/12	11/02/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	---TF--	:30	2	\$300.00	2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	---TF--	2	\$300.00			0.00						
N 4	4	11/05/12	11/06/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	MT-----	:30	2	\$300.00	2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 11/05/12	11/11/12	MT-----	2	\$300.00			0.00						



WDAF-TV

Print Date: 10/31/12

Page 2 of 4

<u>Contract / Revision</u>	587405	<u>Flight Dates</u> 11/01/12-11/06/12	<u>Hiatus Dates</u>												
<u>Original Date / Revision</u>	10/31/12/	10/31/12	<u>Order Sep</u> 00:15:00												
<u>Advertiser</u>	Akin/R/MO/US Senate	<u>Product</u>	<u>Estimate #</u>												
<u>Ln</u>	<u>Ch</u>	<u>Start</u>	<u>End</u>	<u>Inventory Code</u>	<u>Break</u>	<u>Start/End Time</u>	<u>Days</u>	<u>Len</u>	<u>Spots</u>	<u>Rate</u>	<u>Pri</u>	<u>Rtg</u>	<u>Type</u>	<u>Spots</u>	<u>Totals</u>
N 4	4	11/05/12	11/06/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	MT-----	:30	2	\$300.00	2	0.00	NM	2	\$600.00
<u>Start Date</u> Week: 11/05/12				<u>End Date</u> 11/11/12	<u>Weekdays</u> MT-----	<u>Spots/Week</u> 2	<u>Rate</u> \$300.00	<u>Rating</u> 0.00							
N 5	4	11/01/12	11/02/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	---TF--	:30	2	\$600.00	2	0.00	NM	2	\$1,200.00
<u>Start Date</u> Week: 10/29/12				<u>End Date</u> 11/04/12	<u>Weekdays</u> ---TF--	<u>Spots/Week</u> 2	<u>Rate</u> \$600.00	<u>Rating</u> 0.00							
N 6	4	11/05/12	11/06/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	MT-----	:30	2	\$600.00	2	0.00	NM	2	\$1,200.00
<u>Start Date</u> Week: 11/05/12				<u>End Date</u> 11/11/12	<u>Weekdays</u> MT-----	<u>Spots/Week</u> 2	<u>Rate</u> \$600.00	<u>Rating</u> 0.00							
N 7	4	11/01/12	11/02/12	M-F 7-8a 7-8a	CM-All	7-8a	---TF--	:30	2	\$375.00	3	0.00	NM	2	\$750.00
<u>Start Date</u> Week: 10/29/12				<u>End Date</u> 11/04/12	<u>Weekdays</u> ---TF--	<u>Spots/Week</u> 2	<u>Rate</u> \$375.00	<u>Rating</u> 0.00							
N 8	4	11/05/12	11/06/12	M-F 7-8a 7-8a	CM-All	7-8a	MT-----	:30	2	\$375.00	3	0.00	NM	2	\$750.00
<u>Start Date</u> Week: 11/05/12				<u>End Date</u> 11/11/12	<u>Weekdays</u> MT-----	<u>Spots/Week</u> 2	<u>Rate</u> \$375.00	<u>Rating</u> 0.00							
N 9	4	11/01/12	11/02/12	M-F 7-9a 8-9a	CM-All	8-9a	---TF--	:30	2	\$375.00	3	0.00	NM	2	\$750.00
<u>Start Date</u> Week: 10/29/12				<u>End Date</u> 11/04/12	<u>Weekdays</u> ---TF--	<u>Spots/Week</u> 2	<u>Rate</u> \$375.00	<u>Rating</u> 0.00							
N 10	4	11/05/12	11/06/12	M-F 7-9a 8-9a	CM-All	8-9a	MT-----	:30	2	\$375.00	3	0.00	NM	2	\$750.00
<u>Start Date</u> Week: 11/05/12				<u>End Date</u> 11/11/12	<u>Weekdays</u> MT-----	<u>Spots/Week</u> 2	<u>Rate</u> \$375.00	<u>Rating</u> 0.00							
N 11	4	11/01/12	11/02/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---TF--	:30	2	\$200.00	3	0.00	NM	2	\$400.00
<u>Start Date</u> Week: 10/29/12				<u>End Date</u> 11/04/12	<u>Weekdays</u> ---TF--	<u>Spots/Week</u> 2	<u>Rate</u> \$200.00	<u>Rating</u> 0.00							
N 12	4	11/05/12	11/06/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	MT-----	:30	2	\$200.00	3	0.00	NM	2	\$400.00
<u>Start Date</u> Week: 11/05/12				<u>End Date</u> 11/11/12	<u>Weekdays</u> MT-----	<u>Spots/Week</u> 2	<u>Rate</u> \$200.00	<u>Rating</u> 0.00							
N 13	4	11/03/12	11/03/12	Sa 7-9a 7-8a	CM-All	7-8a	-----S-	:30	1	\$300.00	3	0.00	NM	1	\$300.00
<u>Start Date</u> Week: 10/29/12				<u>End Date</u> 11/04/12	<u>Weekdays</u> -----S-	<u>Spots/Week</u> 1	<u>Rate</u> \$300.00	<u>Rating</u> 0.00							
N 14	4	11/03/12	11/03/12	Sa 7-9a 8-9a	CM-All	8-9a	-----S-	:30	1	\$300.00	3	0.00	NM	1	\$300.00
<u>Start Date</u> Week: 10/29/12				<u>End Date</u> 11/04/12	<u>Weekdays</u> -----S-	<u>Spots/Week</u> 1	<u>Rate</u> \$300.00	<u>Rating</u> 0.00							
N 15	4	11/04/12	11/04/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----S	:30	1	\$200.00	3	0.00	NM	1	\$200.00
<u>Start Date</u> Week: 10/29/12				<u>End Date</u> 11/04/12	<u>Weekdays</u> -----S	<u>Spots/Week</u> 1	<u>Rate</u> \$200.00	<u>Rating</u> 0.00							
N 16	4	11/04/12	11/04/12	Su 7-9a 8-9a	CM-All	8-9a	-----S	:30	1	\$200.00	3	0.00	NM	1	\$200.00
<u>Start Date</u> Week: 10/29/12				<u>End Date</u> 11/04/12	<u>Weekdays</u> -----S	<u>Spots/Week</u> 1	<u>Rate</u> \$200.00	<u>Rating</u> 0.00							



WDAF-TV

Print Date: 10/31/12

Page 3 of 4

Contract / Revision 587405 Flight Dates 11/01/12-11/06/12

Hiatus Dates

Original Date / Revision 10/31/12 / 10/31/12

Order Sep 00:15:00

Advertiser Akin/R/MO/US Senate Product

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N16	4	11/04/12	11/04/12	Su 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-----S	:30	1	\$200.00	3	0.00	NM	1	\$200.00
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating					
Week: 10/29/12		11/04/12		-----S		1		\$200.00		0.00					
N17	4	11/04/12	11/04/12	FOX News Sunday FOX News Sunday	CM-All	9a-10a	-----S	:30	1	\$300.00	2	0.00	NM	1	\$300.00
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating					
Week: 10/29/12		11/04/12		-----S		1		\$300.00		0.00					
N18	4	11/01/12	11/02/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	---TF--	:30	2	\$200.00	3	0.00	NM	2	\$400.00
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating					
Week: 10/29/12		11/04/12		---TF--		2		\$200.00		0.00					
N19	4	11/05/12	11/05/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating					
Week: 11/05/12		11/11/12		M-----		1		\$200.00		0.00					
N20	4	11/01/12	11/02/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	---TF--	:30	2	\$400.00	3	0.00	NM	2	\$800.00
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating					
Week: 10/29/12		11/04/12		---TF--		2		\$400.00		0.00					
N21	4	11/05/12	11/05/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	M-----	:30	1	\$400.00	3	0.00	NM	1	\$400.00
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating					
Week: 11/05/12		11/11/12		M-----		1		\$400.00		0.00					
N22	4	11/02/12	11/02/12	M-F 6-630p M-F 6-630p	CM-All	6-630p (5:30 PM-6:00 PM)	----F--	:30	1	\$540.00	3	0.00	NM	1	\$540.00
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating					
Week: 10/29/12		11/04/12		----F--		1		\$540.00		0.00					
N23	4	11/04/12	11/04/12	Su 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	-----S	:30	1	\$375.00	1	0.00	NM	1	\$375.00
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating					
Week: 10/29/12		11/04/12		-----S		1		\$375.00		0.00					
N24	4	11/02/12	11/02/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	----F--	:30	1	\$1,000.00	3	0.00	NM	1	\$1,000.00
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating					
Week: 10/29/12		11/04/12		----F--		1		\$1,000.00		0.00					
N25	4	11/05/12	11/05/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	M-----	:30	1	\$1,000.00	3	0.00	NM	1	\$1,000.00
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating					
Week: 11/05/12		11/11/12		M-----		1		\$1,000.00		0.00					
N26	4	11/01/12	11/02/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	---TF--	:30	2	\$800.00	3	0.00	NM	2	\$1,600.00
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating					
Week: 10/29/12		11/04/12		---TF--		2		\$800.00		0.00					
N27	4	11/05/12	11/05/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	M-----	:30	1	\$800.00	3	0.00	NM	1	\$800.00
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating					
Week: 11/05/12		11/11/12		M-----		1		\$800.00		0.00					
N28	4	11/01/12	11/02/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	---TF--	:30	2	\$800.00	3	0.00	NM	2	\$1,600.00
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating					
Week: 10/29/12		11/04/12		---		1		\$800.00		0.00					



WDAF-TV

Print Date: 10/31/12

Page 4 of 4

Contract / Revision**587405**Flight Dates**11/01/12-11/06/12**Hiatus DatesOriginal Date / Revision**10/31/12/ 10/31/12**Order Sep **00:15:00**Advertiser **Akin/R/MO/US Senate**ProductEstimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N28	4	11/01/12	11/02/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	---TF--	:30	2	\$800.00	3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---		2	\$800.00			0.00					
N29	4	11/05/12	11/05/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	M-----	:30	1	\$800.00	3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1	\$800.00			0.00					
N30	4	11/04/12	11/04/12	Su 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	-----S	:30	1	\$800.00	3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1	\$800.00			0.00					
N31	4	11/04/12	11/04/12	Su 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	-----S	:30	1	\$800.00	3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1	\$800.00			0.00					
N32	4	11/01/12	11/02/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	---TF--	:30	2	\$800.00	3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2	\$800.00			0.00					
N33	4	11/05/12	11/05/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	M-----	:30	1	\$800.00	3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1	\$800.00			0.00					

Totals **50** **\$23,415.00**